

# IMPLEMENTATION GUIDE

## Partners in Quitting

*Using an Evidence-Based Program to develop  
a process model for program delivery in the practice setting*

Note: Refer to “Using What Works: Adapting Evidence-based Programs to Fit Your Needs” and the handouts in Modules 4 and 5 to modify and evaluate this program to meet the needs of your organization and audience.

“Using What Works” is available online at  
[http://cancercontrol.cancer.gov/use\\_what\\_works/start.htm](http://cancercontrol.cancer.gov/use_what_works/start.htm).

To receive training on “Using What Works,” contact the NCI Cancer Information Service and speak to a Partnership Program Representative in your area. This information is available online at <http://cancercontrolplanet.cancer.gov/partners/index.jsp?cctopic=C>.

### I. Program Administration (Type of Staffing and Functions Needed)

**Health Educator/Coach** (Required: bachelor’s degree in health education, health promotion, or other health-related field; master’s degree preferred)

- Provide telephone counseling to participants
- Utilize behavior change methodologies to support participants
- Provide tailored health coaching to support individual goals of each participant
- Refer participants to outside resources, including referral for nicotine replacement therapy if applicable

**Program Supervisor** (Required: bachelor's degree in business, health education, or other related field, 5 years health care experience with 2 years supervisory/management experience, experience with phone systems and reporting)

- Provide support and supervision to health educators
- Provide initial and ongoing performance monitoring of health coaches

### Quality and Training Coordinator

- Conduct regular reviews of program materials and make updates to ensure that evidence-based guidelines are followed

## II. Program Delivery

**For additional information on modifying program materials, refer to Module 4, Handouts #2 and #6 in “Using What Works”: Adaptation Guidelines and Case Study Application.**

### **A. Program Materials (All listed materials can be viewed and/or downloaded from the Products Page):**

- **Enough Snuff: A Guide for Quitting Smokeless Tobacco:** This 56-page self-help tobacco cessation manual for chewless tobacco or snuff users guides program participants through the four program steps and includes information and worksheets to support participants throughout the intervention.
- **A Call to Change...Partners in Quitting Smokeless Tobacco Version Program Talking Points Guide:** This five-page document provides guidance to the health educator/coach in conducting the telephone counseling sessions. Included are specific talking points corresponding to the four program steps outlined in the “Enough Snuff” self-help manual and guidance for tailoring the program to individual needs. Information is provided on the role addiction plays with smokeless tobacco usage, the use of Enough Snuff as a self-help manual, how the phone program supports the participant, how to assess for readiness to change utilizing behavior change methodology, key messages to share with the participant, and how to support the participant during the quitting process.

### **B. Program Implementation:**

The steps used to implement this program are:

**Step 1:** The Health Educator/Coach mails “Enough Snuff: A Guide for Quitting Smokeless Tobacco” self-help manual to program participants.

**Step 2:** The Health Educator/Coach places initial telephone counseling call to participant within 4 days of mailing manual. During this initial call, the Health Educator/Coach:

- Negotiates times for three subsequent calls with the participant
- Uses “A Call to Change...Partners in Quitting Smokeless Tobacco Version: Talking Points Guide” to facilitate discussion and emphasize support, problem solving, and cognitive behavioral strategies

**Step 3:** The Health Educator places three subsequent telephone counseling calls at the agreed dates and times and continues to use “A Call to Change...Partners in Quitting Smokeless Tobacco Version: Talking Points Guide” to facilitate discussion and emphasize support, problem solving, and cognitive behavioral strategies.

### **III. Program Evaluation**

**For additional information on planning and adapting an evaluation, refer to Handouts #2-8 in Module 5 of “Using What Works.”**

For further assistance in designing and conducting an evaluation, go to the Cancer Control P.L.A.N.E.T. Web site and see Step 2: Identify potential partners to find a research partner in your area. This information is available online at

<http://cancercontrolplanet.cancer.gov/partners/researcher.jsp?cctopic=0>.